

## E-Business At AIIM 2000: More Than Just A Message

*The companies and technologies are familiar, but the focus on e-business is relatively new and real.*

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Weeks before the event, AIIM 2000 was shaping up to be an exciting place. Being in New York alone (especially for a "dyed in the wool" New Yorker like myself) tends to generate quite a bit of its own energy. Still, talking to vendors and users about what they expected to present and what they needed to learn gave a sense that this year's event would be an embodiment of a sea change in the industry.

I think by most accounts attendees were still excited when they left. Of course, plenty of talk about application service providers (ASPs) is helping to fuel a re-energizing of the use of document technologies in enterprises that have been hesitant to make a capital investment in this area. Economics aside, the fact that the first word in ASPs is "applications" points to the fact that e-business applications are what make this industry important and the technologies exhibited at the event are the ones that are necessary to drive them.

Are We Having An Identity Crisis?

Maybe not, but some suppliers have felt it necessary to adjust their company names to reflect the massive changes that they are making with regard to their businesses. You will have to be the judge as to whether or not the new identity fits the bill. Examples in the name change area include:

- ⊙ Keyfile which is now iconXpress (which I think conveys Internet Commerce Xpress)
- ⊙ WorkSmart is now docHarbor (a division of Anacomp)
- ⊙ Blueridge is now mindwrap
- ⊙ Complex Imaging is now Captovation
- ⊙ ARvee Systems is now [mydocuments.com](http://mydocuments.com)

This is not really too much of a surprise, given that many of these companies have significantly re-architected their products and services as well to work in the Web-based world.